



Republic of the Philippines  
**Department of Education**  
REGION VIII - EASTERN VISAYAS

**Advisory No. 092, s. 2025**  
**July 24, 2025**

In compliance with DepEd Order (DO) No. 8, s. 2013  
This advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
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**TRAINING COURSE ON CITIZEN EXPERIENCE MAPPING  
IN THE PUBLIC SECTOR**

Attached is a communication from the Development Academy of the Philippines (DAP), regarding the Training Course on Citizen Experience Mapping in the Public Sector on July 30 to August 1, 2025, at the DAP Building, Ortigas Center, Pasig City.

The course is designed to equip public sector professionals with the tools and insights needed to transform and elevate the citizen's experience.

DAP invites interested public sector professionals to the activity.

More information may be inquired from:

**MERYL LYNN VOCALOS**

Development Academy of the Philippines  
DAP Building, San Miguel Ave., Ortigas Center, Pasig City  
(02) 8631-0921 local 179  
[vocalosm@dap.edu.ph](mailto:vocalosm@dap.edu.ph)

Considering that this is an Advisory, Schools Division Superintendents are given the discretion to act on this matter.

HRDD-RVR

*[Signature]*



**[CALL FOR PARTICIPANTS] Training Course on Citizen Experience Mapping in the Public Sector - Batch 2**

1 message

ADVOCACY AND INSTITUTIONAL DEVELOPMENT CENTER &lt;aido@dap.edu.ph&gt;


Cc: MERYL LYN VOCALOS &lt;vocalosm@dap.edu.ph&gt;

Bcc: region8@deped.gov.ph

OFFICE OF THE DIRECTOR

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# TRAINING COURSE ON CITIZEN EXPERIENCE MAPPING IN THE PUBLIC



Development Academy of the Philippines

 dap.edu.phGreetings from the **Development Academy of the Philippines (DAP)**!

We are pleased to invite you to send participants for **Batch 2** of the **Training Course on Citizen Experience Mapping in the Public Sector**, scheduled on **July 30 to August 1, 2025**, at the DAP Building, Ortigas Center, Pasig.

This three-day face-to-face course, organized by DAP's Productivity and Development Center, is designed to equip the tools and insights needed to transform and elevate the citizen experience. Through real-life case studies and hands-on activities, participants will learn to rethink the citizen journey, co-create solutions, and envision new ways of delivering responsive, people-centered services.

Should you be interested, kindly register until **July 25, 2025** through this link: [bit.ly/CXM-B2](https://bit.ly/CXM-B2) or by scanning the QR code. Once processed, a **promissory note signed by a duly authorized official** may be submitted in the meantime to reserve a space for your agency's house training upon client's request.

For inquiries, please contact us at **(02) 8631-0921** local **179**, Attn: **Ms. Meryl Lynn Vocalos**, or email [region8@deped.gov.ph](mailto:region8@deped.gov.ph).

Let's work together to build a more citizen-centered government!

Thank you, and we look forward to your agency's participation.

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Create delighted citizens!

## JOIN THE TRAINING COURSE ON CITIZEN EXPERIENCE MAPPING IN THE PUBLIC SECTOR



Registration is still open. Secure your spot now!

**BATCH 2: 30 JULY - 1 AUGUST 2025**

### COURSE DESCRIPTION

This 3-day course on Citizen Experience Mapping introduces concepts and tools that will help the organization elevate its citizen experience. Learn from real-life cases and best practices. Rethink your customers' journey. Co-create solutions and envision a better way to serve your clients/citizens!

### WHO SHOULD ATTEND?

The course will help public sector professionals, including frontline employees, supervisors, quality management teams, HR personnel, and employees handling internal customers, improve service delivery, streamline processes, and promote a citizen-centric approach to enhanced public service.

### WHAT WILL PARTICIPANTS LEARN?

- The Experience Economy
- Citizen and Business Satisfaction Drivers
- Creating Citizen Personas
- Citizen Experience Mapping
- Strategies to Deliver Delightful Experiences
- Visioning for the Public Sector Citizen Service Brand

### WHAT WILL PARTICIPANTS GAIN?

- ✓ Learn practical tools and concepts to enhance service delivery and delight citizens in their organizations.
- ✓ Understand key satisfaction drivers to prioritize impact improvements for the transacting public.
- ✓ Develop citizen personas to tailor approaches that better meet diverse citizen segments' expectations.
- ✓ Master skills for mapping citizen journeys to identify pain points and formulate strategies to improve critical service touchpoints for a more positive citizen experience.
- ✓ Collaborate on shaping the citizen service brand vision for the public sector, promoting a unified approach to service excellence.

### Course Fee

**PHP 15,000.00 per participant**

- Inclusive of 12% VAT, course certificate, copies of course materials, and meals
- Schedule and fees are subject to change with prior notice

### Venue

DAP Building, San Miguel Avenue, Ortigas Center, Pasig City

### Early Registration Discount

- Organizations that register three or more participants in advance are eligible for a 10% group discount.

**REGISTER HERE!**



We also offer in-house training upon request.  
For inquiries, please email: [aldo@dap.edu.ph](mailto:aldo@dap.edu.ph) or contact:  
Ms. Meryl Lynn Vocales at [vocalosm@dap.edu.ph](mailto:vocalosm@dap.edu.ph) | 8831-0921 loc. 179



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